generating the subscriber profile by applying the heuristic rules to the interaction traits.

84.    The method of claim 83, wherein said generating the subscriber profile

5    includes generating the subscriber profile having at least one non-interaction trait that is

not child/adult distinction related.

85.    The method of claim 83, wherein the non-interaction traits are

demographic traits.

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86.    The method of claim 83, wherein the heuristic rules associate the

interaction traits to the non-interaction traits.

87.    The method of claim 86, wherein interaction traits to non-interaction traits

associations include at least some subset of

channel change speed to gender, income level or a combination thereof;

programs to gender, work status, or a combination thereof; and

program categories, program sub-categories, program content or some

combination thereof to gender, age, income level, family size, or some combination

20    thereof.

88.    The method of claim 83, wherein the heuristic rules assign probabilities

for the subscriber having certain non-interaction traits associated therewith.

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